
Knowledge
Transfer
Network

Creative Industries

THE CREATIVE INDUSTRIES ANNUAL REPORT 2010

“The creative industries are strong and vibrant but face stiff international competition and new challenges in the digital world. The CI KTN provides an opportunity to lever good practice and share knowledge.”

Dame Lynne Brindley,
CEO British Library

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CI KTN information

A letter from our Chairman

“Creating a world class community for innovators.”

The past year has seen significant progress for the Creative Industries KTN. It now has the largest ‘membership’ of all the KTNs and is recognised as providing a useful home for innovators, from both the private and public sector, that are either part of, or collaborate with, the creative industries to meet, exchange ideas and share knowledge.

In an increasingly changing and competitive world, membership of the KTN enables organisations to not only improve their knowledge base but also form business partnerships that will help successfully develop products & services and reach new markets.

The Creative Industries KTN supports the Technology Strategy Board by being a two-way conduit between the rational and the intuitive, communicating how intelligent design thinking, collaborating with technical innovation and entrepreneurial flair, is a must

in the future health of the UK’s economy. This is amply demonstrated by successful Research & Design led companies, such as Apple and Dyson, who are the sort of benchmark businesses we all need to emulate in order to leverage our creative, business and industrial sectors.

Innovation and technology has become a focus to the thinking of both policy makers and businesses. Government announcements concerning investment in new ‘Technology Innovation Centres’, and the development of an ‘Accelerator Space’ at the Olympic Park to help small businesses grow, are potentially good news for the creative industries too.

The future will be a changing and challenging environment for all businesses, but there are also great opportunities for UK companies to harness innovation, and apply technology rapidly & effectively, to become global leaders, create wealth and enhance the quality of life.

The Creative Industries KTN is establishing a strong platform for growth and is committed to building on our experience & understanding to create a world-class community for significant innovators in the UK.

Sebastian Conran
Chairman, Creative Industries KTN



The Directors review the year

“2010, a year of delivery and of adding value to our members’ organisations.”

As we promised at the start of the year 2010 has been a year of delivery for the Creative Industries KTN.

In what have been challenging times for the economy as a whole we have:

- Produced reports that will help businesses understand the changing technology landscape and plan their future strategies
- Held workshops that have enabled organisations to form business partnerships and access funding
- Promoted innovation across the UK’s creative sector
- Created a community of more than 4,000 leading innovators

We have grown because we have delivered services that add real value to businesses and help them achieve tangible results.

John Cass
Director



Members have told us that provision of industry-relevant information is highly valued. There has also been very positive feedback from people who have attended CI KTN workshops in support of Technology Strategy Board funding calls. These events have been praised for providing help and advice on how to apply, plus the opportunity to hear from organisations who have previously completed the process. To date six organisations that took part in PFI have received funding for projects.

We have published four Beacon Reports that examine some of the key issues faced by the creative industries in relation to technology-focused innovation. Each report has involved input from hundreds of people and has generated an online community of interest to continue the debate and discussion after the project has completed.

During the year the CI KTN became part of the TSB’s new _connect platform. This gives members access to a huge online community of innovators and potential business partners across a range of industries.

In the year ahead we will complete the final Beacon Projects, promote the work of our Theme Champions and help organisations access funding. This ensures we deliver on our commitment to help accelerate innovation among the creative industries.

Jeremy Davenport
Deputy Director



A snapshot of the Beacon Reports

The four Beacon Reports we have published during 2010 have provided valuable insights into some of the major technology related issues faced by the creative industries, helping businesses plan their strategy and direction.

Hundreds of people from across the creative and technology sectors were involved in the Beacon Reports through surveys, one-to-one interviews and nationwide workshops.

Each project has resulted in a wealth of material that has been published on our web site and is freely available.

A community has been created around each project to enable people to share ideas and develop the conversation further. We are also involved in other events and activities to share the outcomes to a wider group.

Future of Digital Content

How digital content will be distributed and experienced will change more in the next five to seven years than in the last 20. This report looks at the potential impacts on the creative sector and the business opportunities these changes will create.

Unlocking Knowledge Transfer

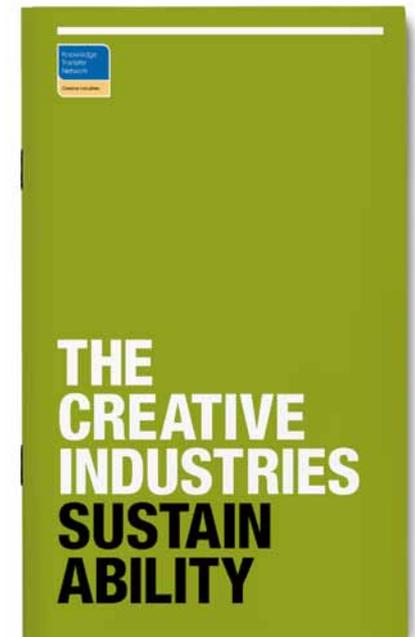
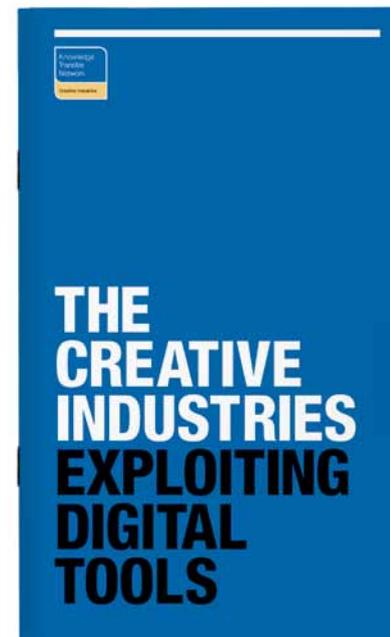
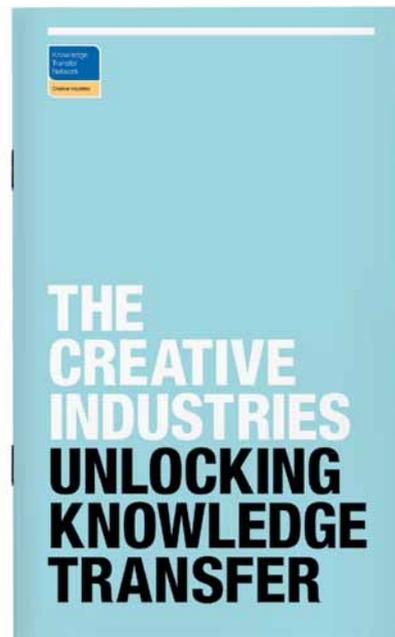
Creative businesses are missing out on the opportunities offered by Knowledge Transfer. This report looks at how they can get more involved and sets out a series of exciting ideas to unlock innovation and create a culture of knowledge sharing that will drive business growth and create wealth.

Exploiting Digital Tools

Digital tools are an essential part of the creative process across all the creative industries. They have not only changed the way people work but the whole structure of the sector and the skills required. This report identifies a number of trends that will influence the next wave of digital tools.

Sustainability

Creating a sustainable future and sustainable businesses are among the biggest challenges for the economy. The skills, experience and talents within the creative industries make them ideally placed to help lead the drive to sustainability. This report identifies where the big opportunities exist for creative businesses to become more sustainable themselves and export their skills to help other sectors.



The events

Events 2010

Over the past year we have staged 58 events across the UK to support our Beacon Projects and the Partnering for Innovation programme. These have been attended by almost 2,500 people who are interested in innovation. We have also supported and had a presence at many other high profile industry events that have provided a platform for the CI KTN to promote its work.

Beacon Projects

These events take the CI KTN's work to the creative industries across the UK. It is an opportunity for them to influence and inform this series of exciting projects. But they are not simply an opportunity for us to tap into the vast amount of knowledge from our members. We also provided a platform for organisations to showcase cutting edge technology and presented a series of big name keynote speakers. These included David Rowan, editor of Wired and Dr Adrian Woolard, project lead (R&D North Lab), BBC Research & Development and Matthew "Chewy" Trehwella, developer advocate with Google. One of the highlights of the year was the launch of our Sustainability Beacon. This featured a lively interactive debate with a number of sector experts and a key-note from Lord David Puttnam.



Lord David Puttnam
Key-note speaker

“As an architect I received a very helpful insight into the future trends of digital tools.”

Alan Bayne

Alan Bayne Associates
(Digital Tools Beacon workshop)

Partnering for Innovation

This series of nationwide events have been specially created by the CI KTN to promote three **Technology Strategy Board** collaborative R&D funding competitions worth a total of **£28m**. More than 600 people attended. Each event was designed to help creative businesses get involved, find partners, understand the process and how to submit a proposal.

“The PFI event had a good format. I learned about the parameters of the TSB funding call and met so many interesting delegates.”

Andy Hudson

The Broadband Computer Company,
Newcastle event
May 2010

Sponsorships and Support

CI KTN has sponsored and supported a number of high profile events that have enabled us to reach out to a wider community and attract new members. We have taken part in some of the most high profile events for the creative sector and presented the CI KTN's work. John Cass spoke at both the Guardian's Oxford Media Convention and the Power to the Pixel cross media forum. We have also been a regular supporter of MiniBar a monthly tech meet up for the smartest web entrepreneurs, tech innovators and investors. And of course we had a presence at the Technology Strategy Board's Collaboration Nation and Innovate10. At Innovate10 we ran two "sold out" sessions for the creative industries and supported another organised by the Materials KTN.

“We are now in discussions with a couple of companies that I met at the Partnering For Innovation event. Thanks.”

John Okas

Dipley Communications –
London 06 July 2010

Helping people find funding

When we asked CI KTN members “how have we added value to your organisation?” information about funding opportunities and help to understand and navigate the process featured highly in the responses. As one person put it:

“Money – funding obtained with CI KTN support to develop our products for the mobile phone education sector.”

Keeping people up to date with funding

While there are various organisations such as the Technology Strategy Board, European Union and EPSRC, that offer funding to help creative businesses innovate and grow, it can be difficult for businesses to keep track of which new opportunities are being launched and which are relevant to them.

The KTN helps people navigate this landscape by publishing updates and information in the funding area of the web, in the fortnightly newsletter and by postings on the blog and Twitter.

But our work goes beyond just informing people of new calls and providing links to application forms. During 2010 our Partnering for Innovation programme helped businesses take part in three TSB funding calls worth £28m and meet potential partners. Alongside this programme we also built an online “marketplace.” Here businesses could post the skills they had on offer or the sort of partners they were looking for, enabling them to make business connections regardless of where they were based.

Case study ZOO Digital a Sheffield based software company who develop workflow automation systems for the movie industry and include a number of big Hollywood studios among their customers has benefited from funding opportunities promoted by CI KTN. The company received £350k from the Technology Strategy Board for their Commercialisation of Motion Picture Archives project and were also recipients of one of the six EPSRC Industrial CASE awards administered by CI KTN having read about the opportunity in the CI KTN newsletter. CEO Stuart Green said CI KTN events are a valuable addition to the Creative Industries business development landscape.

“Having events to help companies understand the criteria before they apply is very valuable.”

Stuart Green
CEO,
ZOO Digital

Case study Bare Conductive was alerted to the TSB’s Disruptive Solutions competition by the CI KTN Smart Materials Theme Champion Chris Lefteri. The company went on to win one of the £100k awards to support a six month project. Bare Conductive has invented conductive ink that is non-toxic, water soluble and electrically conductive and can create custom electronic circuitry on the skin or any surface where water-based paints would work.

“This grant, along with support from the TSB and CI KTN experts like Chris will enable us to navigate the difficult transition from project to product.”

Matt Johnson
Co-Founder & Director,
Bare Conductive

Industrial Research & Development: CASE Awards CI KTN successfully bid for six EPSRC Industrial CASE award for 2010. These prestigious awards provide funding for PhD studentships where businesses take the lead in arranging projects with an academic partner.

Each award involves funding of £88k (£66k from the EPSRC and £22k from the company) giving a total commercial value of £528k for the six awards.

The six awards made are:
DAD Solutions Ltd and University of Surrey
Formica Ltd and Cranfield University
Smartlifelnc Ltd and London College of Fashion, University of the Arts London
ZOO Digital Group PLC and University of Leeds
BBC and University of Salford
BBC and University of Surrey

Bare Conductive



Five Theme Champions

During the year CI KTN appointed five Theme Champions to lead our work in key areas and help our members seize the exciting opportunities being driven by technology innovation.

These industry experts have built links with other organisations, generated ideas, events and content on these issues that are vital to the future development of the creative industries.

Mark Leaver
Global Markets



This position involves adopting a series of roles – researcher, journalist, advocate, and connector to drive exploration of the challenges and opportunities that will emerge from an increasingly globalised creative economy.

The first phase of the work has been to create relationships with business support agencies, and UK Trade & Investment in particular, in order to signpost to structured market visits and create a flow of information and research of value to companies looking to trade internationally.

Next we will be looking to capture personal experience and opinion from international industry experts, and from those attending trade events and international forums, in order to generate content which informs and inspires – highlighting impacts, opportunities and potential pitfalls.

Gus Desbarats
Experience
led Innovation



My mission is to connect the creative industries to technology or other organisations with a stake in the future; to improve innovation through better tailoring to human behaviour. I've been focusing on the exciting opportunities offered by digital technology in health care and homes through a number of workshops and presentations at medical and mobile technology conferences. At the Mobile User Experience (MEX) event I ran a workshop on how to design for older, less able users. Going forward I'll be more involved with the TSB's Assisted-Living-Platform and demonstrating how computer games skills can improve many other user interactions outside entertainment.

Chris Lefteri
Smart Materials



The aim of the Smart Materials project is to bridge the gap between new innovations in smart materials and the creative industries. It also aims to offer solutions to funding opportunities for outcomes established as a result of these links. This is becoming increasingly important for business as a

way to realise and apply new developments in materials. There are also an increasing number of case studies from designers that highlight the changing role of design within the materials sector and the ability of designers to deliver innovative commercially viable solutions using new materials. This was highlighted by Bare Conductive being awarded a £100,000 prize in the TSB Disruptive Solutions competition for their smart ink. The company was introduced to the competition through the Smart Materials project.

Simon Hopkins
Metadata



The digital age has transformed the content industries beyond imagining, but the cornucopia we are all offered as consumers comes at a price: how do we find our way through it all? Technologists who use metadata to help businesses and consumers navigate the modern content and communications world have made them invaluable to the creative economy – but we've only witnessed the beginning. In the spring of 2011, a second TSB metadata funding call will focus on production tools and their use of metadata. Through writing on both my own blog and the CI KTN connect site, through extensive tweeting and through appearances at seminars and conferences, I'll be evangelizing about the importance of metadata in the creative sector, engaging a lively and diverse community to share information – and, crucially, driving submissions to the call.

Frank Boyd
Convergence



Convergence was specified as one of two key priority areas in the TSB's Creative Industries Strategy in July 2009. The word describes a process driving fundamental change in the relationship between technologies, industries, genres and content, producers and consumers but in a media landscape where its impact is often to fragment audiences, markets and experiences. The main focus of the KTN's work on this theme has been to ask what, in this constantly evolving environment, are the key topics for research and challenges for development? We are working with leading figures across creative sectors to identify the defining characteristics of convergence at the end of the noughties in order to help focus potential future competitions for R&D funds.

Innovation in action

A new way to explore the Beacon Projects

Our Beacon Projects generate a large amount of valuable and in-depth content. Initially this has only been available by downloading PDFs that offer the user limited interaction. However, during the year we developed a new suite of open source software that delivers a more interactive and web friendly way to browse, search and tag material.

This exciting work has been carried out in partnership with a Vodafone sponsored project Future Agenda. It has been developed specifically to enable people to navigate through content rich online material. This means the user is in charge of the journey. They can drill down deep into the detail of individual Beacon Projects or link across multiple projects by themes.

As well as being embedded in the _connect platform a link can also be embedded into other web sites and blogs.



CI KTN Advisory Board

The Advisory Board is made up of senior industry leaders. Its role is to advise on strategy and set clear performance expectations for the KTN.

Sebastian Conran

Director,
Sebastian Conran
Associates



Steve Benford

Professor of
Collaborative Computing,
Nottingham University



Ian Baverstock

CEO,
Tenshi Ventures



Lynne Brindley

CEO,
British Library



Fred Bolza

Vice President,
Strategic Development,
Sony Music



Tim Jones

Programme Director,
Future Agenda



Chris Chambers

Portfolio Manager,
Research and
Development,
BBC



Andy Taylor

Digital Media Director,
All3Media



Steve Wright

BT Alumnus



Uday Phadke

Chief Executive,
Cartezia



Ross Phillips

Digital Consultant,
Show Studio



Sara de Freitas

Director of Research,
The Serious Games Institute,
Coventry University.



Liz Rosenthal

Founder &
Managing Director,
Power to the Pixel



Sally Foote

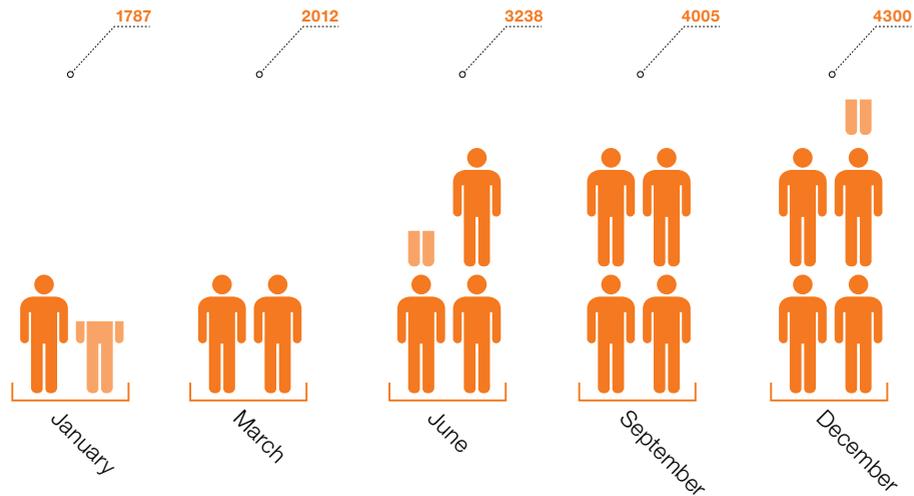
Product and Business
Analysis Lead,
News Corp Digital



CI KTN in numbers

CI KTN Members

Pictogram showing the increase in CI KTN membership during 2010.



CI KTN Events

Pictogram illustrating the number of CI KTN events, attendees and organisations partnered with.

Beacon Events



Non-Beacon Events



Where our members are based



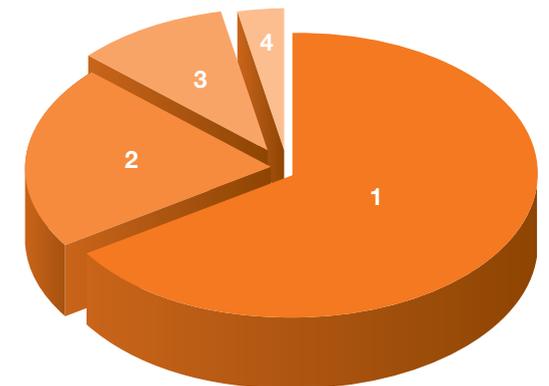
Pictogram showing where our members are based.

- 1 London, 33%
- 2 Scotland, 10%
- 3 Southeast, 10%
- 4 Southwest, 9%
- 5 Northwest, 9%
- 6 West Midlands, 8%
- 7 East England, 5%
- 8 Yorkshire, 5%
- 9 Wales, 4%
- 10 Northeast, 3%
- 11 East Midlands, 3%
- 12 Northern Ireland, 1%

Where our members work

Pie chart showing where our members work.

- 1 Business, 66%
- 2 Academia, 21%
- 3 Others (e.g. trade bodies), 10%
- 4 Government, 3%



The Creative Industries Knowledge Transfer Network accelerates innovation among the UK's creative businesses by delivering valuable insights into technology trends and developments, promoting funding and collaboration opportunities and turning visions of the future into business success. We are creating a unique place for innovators to meet, share ideas and shape the future.

A cornerstone of the project is the production of a series of Beacon Reports that examine some of the big challenges and opportunities faced by the creative industries in relation to technology focused innovation.

Published Beacon Reports:

Unlocking Knowledge Transfer
Future of digital content
Digital Tools
Sustainability

Current live Beacon projects:

Creative consumers
Bridging the physical and digital worlds
IP and open source

To download the full published reports, baseline, scenario and final outcomes, plus get involved in the current live Beacons visit our web site at creativeindustriessktn.org

The Creative Industries KTN is funded by the Technology Strategy Board, the government's innovation agency. Its work supports the aims and objectives of the Technology Strategy Board's Creative Industries strategy report.

The Creative Industries KTN was established by a consortium led by the University of the Arts London. The other partners are Imperial College, London, RIBA and TIGA.

Management committee:

Richard Wilson – TIGA
Will Bridge – UAL
Stephen Richardson – Imperial College
Keith Snook – RIBA



“The creative industries are becoming the bedrock of the UK economy. The contribution of the digital technology, in particular the games industry, digital effects for movies and the emerging area of serious games are providing significant innovation beyond the creative industries into other parts of the economy including health and education.”

Professor Sara de Freitas,
Director of Research
The Serious Games Institute

